



TAEP Producer Diversification Program

Agritourism Criteria

For Fiscal Year 2012 – 2013

Program Criteria:

- This information is current as of **March 31, 2012** and is a supplement to the TAEP 2012 Application and Guidelines.
- ***What is Agritourism?*** For the purposes of TAEP, an Agritourism operation offers on-the-farm experiences incorporating or relating to production agriculture and aimed at increasing profitability of the operation.
 - Farm activities (fee-fishing, pick your own)
 - Farm education (tours of production agriculture)
 - Farm fun (corn maze, hayrides)
 - Farm purchases (retail sales of farm's agricultural products)
- **Producers** are eligible for the following cost share percentages for qualified expenses:
 - **Standard Producer** - 35% cost share up to a maximum of \$10,000.
 - **Master Producer** - 50% cost share up to a maximum of \$15,000 for producers meeting special requirements.
- The proposed activity must encompass **quality expansion** or **improvement** of the applicant's farm and business. Eligible categories include:
 - Farm Infrastructure
 - Specialty Equipment
 - Marketing

Competitive Projects – Agritourism:

Emphasis is given to projects that focus on long term public use considerations that increase opportunities for profitability. Marketing projects that are long term in nature are also encouraged to enhance outreach of the farm to the public.

Regulatory Reminder:

Producers must meet all state and local regulations to be eligible for reimbursement.

Master Producer Cost Share – Special Requirements for 50% Cost Share:

Who is eligible?

The applicant must have attended **(2)** events from the list below prior to reimbursement deadline. One event **MUST** be an Agritourism Conference or Direct Marketing Sense Course. **This is not a complete list of eligible events. It will be updated on our web site at www.tn.gov/taep as additional events are planned.**

- TN Agritourism Conference
 - January 2010 – Nashville Airport Marriott – Nashville, TN
 - January 2012 – Nashville Airport Marriott – Nashville, TN
 - TBD 2013
- Center for Profitable Agriculture – Direct Marketing Sense Course
 - October 14 & 28, 2010 – Spring Hill, TN
 - December 1-2, 2010 – White Pine, TN
 - November 16-17, 2011 – Cookeville, TN
 - January 10-11, 2012 – Manchester, TN
- TDA Agritourism Workshop – Discover your Farm Brand
 - August 29, 2011 – Nashville, TN
 - August 30, 2011 – Jackson, TN
 - September 1, 2011 – White Pine, TN
- Center for Profitable Agriculture – Direct Farm Marketing for Success IV: “Tools for Marketing on the Web” Workshop
 - February 24, 2011 – White Pine, TN
 - March 8, 2011 – Jackson, TN
 - March 9, 2011 – Nashville, TN
 - March 10, 2011 – Cookeville, TN
 - April 1, 2011 – Monteagle, TN
- Center for Profitable Agriculture – Direct Farm Marketing for Success V: “Using Computer Records to Boost Your Business” Workshop
 - March 7, 2012 – White Pine, TN
 - March 8, 2012 – Cookeville, TN
 - March 14, 2012 – Spring Hill, TN

- March 15, 2012 – Jackson, TN
- March 22, 2012 – Monteagle, TN
- Center for Profitable Agriculture – Agritourism in Action Bus Tour
 - November 16-18, 2010 – TN, KY, and OH
- Center for Profitable Agriculture – Market Ready Workshop
 - December 4, 2010 – Nashville, TN
- Center for Profitable Agriculture – Value-Added Direct Marketing Beef and Cattle
(This workshop qualifies for **Beef Producers Only**)
 - November 1, 2011 – Dover, TN
 - November 7, 2011 – Waverly, TN
 - November 8, 2011 – Centerville, TN
 - November 28, 2011 – Linden, TN
 - November 29, 2011 – Pulaski, TN
 - December 13, 2011 – Loudon, TN

Examples of Eligible Items:

Cash Register Items	Parking areas – <i>gravel</i>	Safe way areas
DVD – <i>educational</i>	<i>or pavement</i>	Event Seating
Hand washing stations	Pavilions – <i>educational</i>	Signs
Handicap accessible areas	Public address (PA) systems	Tables
Lighting – <i>public areas</i>	Restroom facilities	Tent – <i>for events</i>
Hayride wagon	Retail shelters	Web site development

Examples of Ineligible Items:

Advertising	Computers	Forklift
Arena – <i>livestock</i>	Containers - <i>bottles,</i>	Fuel
ATV	<i>pots</i>	Give-a-way items
Barn – <i>livestock, storage</i>	Driveways	Golf Carts
Bed & Breakfast projects	Electrical service	Landscaping
Brochures	Fees – <i>membership,</i>	Labor – <i>applicant or</i>
Building – <i>storage</i>	<i>hosting, domain</i>	<i>employees of applicant</i>
Building – <i>show facility</i>	Fencing	Land – <i>clearing of</i>
	Flyers - <i>promotional</i>	Livestock

Maintenance of existing structures
Meeting expenses
Merchandise
Motorized vehicles
Motorized amusement rides
Office equipment
Permits
Printing

Product development
Property – *purchase or debt payment*
Renovations of existing structures
Seeds – *produce, nursery, flowers, etc*
Software
Store – *for resale of goods*

Tractors
Trade show expenses
Trailers – *livestock*
Used equipment
Water source creation – *ponds/wells*
Website – *annual or hosting fees*
Wells – *drilling of*

Contact:

- For more information regarding the TAEP Producer Diversification Program – contact **Jon Frady** at 615-837-5344 or Producer.Diversification@tn.gov
- For information regarding TDA Market Development & Agritourism – contact **Pamela Bartholomew** at 615-837-5348 or Pamela.Bartholomew@tn.gov
- Check for updates at www.tn.gov/taep or 1-800-342-8206